

## **Historic, Archive Document**

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# 18th GREAT PRE-SEASON SALE of Finest Everblooming Roses

A GRAND ARRAY OF STRONG DORMANT  
FIELD-GROWN ROSES AT A SPECIAL SALE

PRICE OF ONLY

**49c**

EACH

When Ordered in Lots of  
6 or More Roses.

When we first inaugurated the idea of the Pre-Season Sale of Roses way back in 1914, it was a new idea and one that at once struck the public fancy and resulted in bringing us thousands of enthusiastic and delighted customers who found that really fine Roses could be purchased at a popular price that they could afford to pay. As a consequence they continued to order their Roses during our great Special Sales for delivery in early Spring at just the best time of the year for planting to get the finest results.

**THIS SPECIAL SALE ENDS ON  
FEBRUARY 28th, MIDNIGHT.**

## 50 CHOICE VARIETIES FROM WHICH TO CHOOSE

AMI QUINTARD—velvety crimson  
AUTUMN—burnt orange  
BETTY UPRICHARD—salmon pink  
BRIARCLIFF—deep rosy pink  
CRUSADER—crimson red  
CALEDONIA—white  
COLUMBIA—double pink  
DAME EDITH HELEN—bright pink  
DUCHESS OF WELLINGTON—light yellow  
EDITH NELLIE PERKINS—orange & pink  
E. G. HILL—deep maroon  
ELDORADO—golden yellow  
ETOILE DE FRANCE—deep crimson  
ETOILE DE HOLLANDE—dark red  
FRANCIS SCOTT KEY—brilliant maroon  
GEN. McARTHUR—velvety scarlet  
GOLDEN DAWN—sunflower yellow  
GOLDEN EMBLEM—yellow & carmine  
GOLDEN OPHELIA—golden yellow  
GRUSS UN TEPLITZ—crimson  
HADLEY—velvety crimson  
HOOSIER BEAUTY—deep crimson  
IMPERIAL POTENTATE—brilliant pink  
JOANNA HILL—dark yellow  
JONKHEER MOCK—Brilliant pink

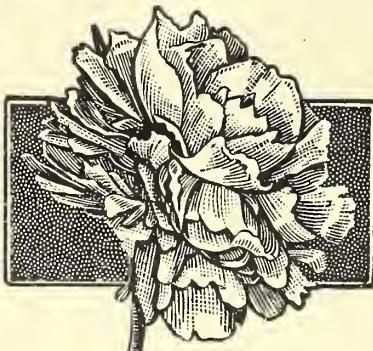
KAISERIN AUG. VICTORIA—flesh  
LA FRANCE—pale pink  
LADY ASHTOWN—glossy pink  
LADY HILLINGDON—apricot yellow  
LOS ANGELES—flame pink  
MARGARET McGREDY—brilliant red  
McGREDY'S SCARLET—brilliant  
MME. BUTTERFLY—apricot pink  
MME. EDUARD HERRIOT—coral red  
MME. CAROLINE TESTOUT—rose pink  
MME. JULES BUCHE—primrose white  
MRS. AARON WARD—yellow  
MISS ROWENA THOM—fiery mauve  
OPHELIA—salmon flesh  
PRES. HOOVER—orange and gold  
PADRE—coppery orange  
PINK RADIANCE—opaline pink  
RED RADIANCE—bright rosy red  
REV. F. PAGE ROBERTS—golden yellow  
SENSATION—deep maroon  
SUNBURST—rich yellow  
SOUV. CLAUDIO PERNET—sunflower yellow  
SOUV. GEORGES PERNET—brick red  
TALISMAN—yellow, pink & rose  
WILLOWMERE—bright pink

**AFTER MARCH 1st. — At Regular Price of 65c Each**

Why pay 75c to \$1 apiece for Roses when it is now possible, through this great sale, to strike a happy medium and get these fine, sturdy, dormant field-grown Roses at 49c. Here is a really wonderful opportunity to get first grade stock, shipped direct to you, without extra handling, right from our grower's nurseries in Delaware where half a million fine Roses are grown annually, and at a price you can afford to pay, with a comprehensive list of 50 choice varieties from which to make your selection. Please do not ask us to supply less than 6 Roses however at this low special sale price. And note this: Promptly on March 1st, our prices go regularly to 65c each or \$6.50 per dozen, so be SURE to send in your orders NOW. Address:

**CLARENCE B. FARCO**

**Frenchtown, N. J.**



# PEONIES

**RED WHITE PINK**

While this special offering of Peonies is unlabeled as to names of varieties, they may be had in separate colors of pink, red, white or mixed as the customer may wish to specify. A long row or border of Peonies surely makes an impressive sight when in bloom and provides a display at blooming time each season with little or no trouble and may be had at but trifling cost so that it is well worth while to take full advantage of this attractive offering. These are strong 3 to 5 eye root divisions and the prices are:

**Each 25c      Dozen \$2.      5 for \$1.10**

**Plant Some of  
These Fine Named**

**PICARDY**

**Betty Nuthall**

**PELEGIRNA**

# Gladiolus

Today's most famous Glad. Tall, handsome spikes of beautiful coral-pink flowers in perfect formation. 12 bulbs for 50c or 100 for \$4.

An extremely popular vivid salmon-orange shading to yellow. One of the florists' best. 12 bulbs for 50c or 100 for \$4.

We never have enough blue flowers in our gardens and here is the best of this color—a very handsome deep blue. 3 bulbs, 25c or 25 for \$1.75.

## 5 Gorgeous Lilies From Which to Select 5

AURATUM—giant blooms clustered on long stems! Blooms in August—white speckled dark red with a broad gold band down the center of each petal—exceedingly fragrant. 5 bulbs, \$1.10 or 12 for \$2. REGAL—pink, white and yellow, all combined in the one glorious flower—blooms June-July. 5 bulbs, \$1.10 or 12 for \$2. RUBRUM—white, sprinkled with scarlet dots—petals reflexed—very showy and much used by florists—blooms August-September. 4 bulbs, \$1.10, or 12 for \$2.75. ALBUM—large white show Lily; blooms August-September—5 bulbs, \$1.10 or 12 for \$2. TENUIFOLIUM or Coral Lily. Nodding deep coral-red, blooms June-July—grows only 18 inches high. 5 for \$1. or 12 for \$2.

**5 Lilies—one each of above for \$1.10**

**White**  
**35c Each**

# Calla Lilies

**Yellow**  
**35c Each**

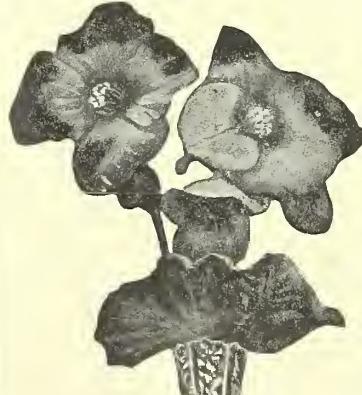
## Lily - of - the - Valley

This is one of the finest things imaginable for planting in odd corners or under trees

where grass does poorly, shady spots, etc. Set them out six inches apart each way. We will send 25 for \$1.10 or 50 for \$2. 1000 (by express) \$15.

<b>25c</b>	<b>Hardy Perennial Plants</b>	<b>Dozen</b>
<b>Each</b>		<b>\$2.50</b>

Each plant individually wrapped in damp moss and waterproof paper with picture of flower and planting instructions. You may make selections from the following attractive list—*AQUILEGIA* or Columbine; *BLEEDING HEART*; *COREOPSIS*; *DELPHINUM* or Larkspur; *HIBISCUS* or Marsh Mallows; *HEMERO-CALLIS* or Day Lily; *HOLLYHOCK*; *JAPANESE IRIS*; *PHLOX*; *PHYSALIS* or Chinese Lantern Plant; *PYRETHRUM*; *RUDBECKIA* or Golden Glow; *SHASTA DAISY*; *TRITOMA* or Red Hot Poker Plant; *VERONICA*. Order all one kind or assorted as you prefer at 25c each or \$2.50 per dozen.



## Tuberous Begonias

The brilliant single blossoms frequently measure six inches across; the foliage is also highly ornamental. Colors range from ivory-white and flaming scarlet through shades of bright, bronzy-yellow, light and dark crimson, orange, salmon, ruby-red, rose and pink. The bulbs may be started inside in pots as early as March or planted directly outside in early May or later. Individual flowers are perfectly reflexed which, with the bright colorings, gives a truly gorgeous effect. They are ideal for bedding in partial shade. Also very useful for growing in pots or boxes for the porch or house. Offered in mixed colors only the bulbs are priced as follows:

**Each 25c      3 for 60c      Dozen—\$2.**

**CLARENCE B. FARCO**

**Frenchtown, New Jersey**

**THE LORD'S PRAYER  
OR THE  
TEN COMMANDMENTS**

Here is an interesting little piece of Novelty Jewelry that should intrigue you and gladden some child's heart. We make this offering to our friends at no profit to ourselves. **ALL PROFITS HEREFROM GO TO THE BENEFIT OF SUNDAY SCHOOL WORK AMONGST CHILDREN.**

A scientific marvel; either The Lord's Prayer or The Ten Commandments reproduced on a glass the size of a pinhead and mounted in an imitation ivory charm shaped like a miniature telescope. Hold it to the eye and the wording can be easily read. Nice for neck or watch chain or as a pocket piece. Here is an excellent children's award that can do them good instead of harm; a little gift that any child will greatly appreciate and enthuse over. So inexpensive, too, that one can easily afford to distribute a number as a good deed. We will mail one sample Charm postpaid for only 15c or two of them for 25c. Dozen—\$1.25. In ordering please state whether you wish The Lord's Prayer, The Ten Commandments or both. Address:

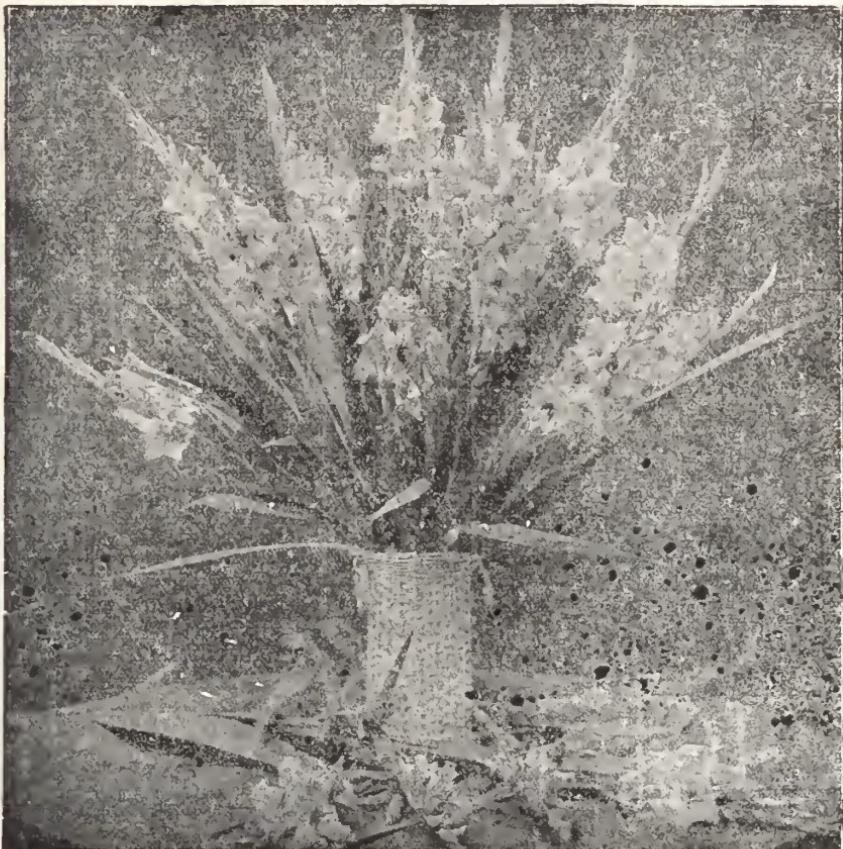
**CLARENCE B. FARGO**

**FRENCHTOWN, N. J.**



# **GLADIOLUS**

## **The Famous "Glory Mixture"**



**100 Fine Big Bulbs \$1.98**

**And Valuable FREE Gifts**

In this Great Special Offer we are bringing you a most unusual proposition and one that will interest every member of the family. In the first place these are fine big bulbs  $1\frac{1}{4}$  to  $1\frac{1}{2}$  inches across and, more important still, "GLORY MIXTURE" is by no means a common mixture although offered at such a low price. In this Famous Mixture every hue and color is blended, both the lovely plain petaled and the entrancing ruffled varieties in the choicest of large flowering types and we think you have never seen a mixture that will show you so many DIFFERENT varieties in a 100 bulb planting. Each morning during the blooming season you will want to hurry out to the garden to see what new and exciting thing has unfolded new beauty during the night that is past. So, we say, plant "GLORY MIXTURE" and it will prove a REAL revelation of Gladiolus charm and beauty. Don't miss it! We will mail you 50 bulbs of this Famous Mixture postpaid for only \$1., or, better yet, 100 bulbs for only \$1.98. 1,000 bulbs by express, (not prepaid,) for \$10. For additional information regarding this special offering read every word on the other side of this sheet and then send in your orders NOW. Address:

**CLARENCE B. FARGO**  
**Frenchtown, New Jersey**

## **Box of Ten Puzzles, Tricks and Joker's Apparatus That The Whole Family Will Enjoy Given Absolutely FREE**

We believe that almost everyone, young and old, likes to exercise their "gray matter" over a good Puzzle as well as to enjoy a good laugh at a practical joke or to be amazed or astonished at some well performed trick and so we have assembled a unique assortment of Puzzles, Jokes and Tricks made up for us at some considerable expense in order to give them away to our customers as evidence of our good will and to increase greatly the sales of Famous "GLORY MIXTURE" this season. We are not going to tell you here exactly what you will find in these gift boxes; space does not permit and, besides, let this come as a pleasant surprise. In fact the assortments will not all be alike but each box will be found to contain ten interesting Puzzles, Tricks and Jokes made of wire, wood, metal and other material and we know that the entire family, young and old, will be interested and entertained.

### **How To Get This Fine FREE Gift**

Use the special Order Blank found below and send promptly for not less than 100 bulbs of "GLORY MIXTURE" and the FREE Gift as described above will be sent you with the bulbs post-paid anywhere. Maybe some of your friends would like to join you in ordering and, suppose you were to order three sets at \$1.98 each; then, three separate free gift sets would be included but, in order to get the free gift, the order MUST be on the order blank below as this is a very special offer and the gift is not included otherwise.

#### **Schools, Churches, Clubs, Associations, Agents EARN SOME EASY MONEY**

It is mighty easy to sell "GLORY MIXTURE" Gladioli at our popular prices of 50 bulbs for \$1. or 100 for \$1.98 and practically double your investment by buying your stock at our wholesale price of 1,000 for \$10. Here is an article easy to sell; every home a prospective customer. Here is an opportunity that should help to solve your personal, group or society financial problems.

#### **Crow GLADIOLUS**

##### **For Pleasure or For Profit**

They make the most wonderful of outdoor displays and are in enormous demand for cut flowers. They are amongst the easiest of all flowers to grow successfully and, if you so desire, you may build up a profitable sideline business of your own right at home by both selling the bulbs and by growing the flowers for cutting. This is a pleasant, profitable business that can easily show you a nice profit. Plant some of the bulbs at ten day intervals from April to the middle of July and have them continuously in bloom from July to late October.

Order a supply of "GLORY MIXTURE" N-O-W. When the bulbs arrive simply open the packages for ventilation and store away in a cool dry place until needed for planting.

### **The Famous "GLORY MIXTURE"**

This famous mixture is the most widely known mixture in commerce today. Grown by one of the largest and best known commercial growers, twenty-five acres or so of mixtures alone, this grower is known the world over for their wonderful Gladiolus originations and this famous mixture is known for its superb beauty, wide variety and endless array of gorgeous coloring. You simply cannot possibly go wrong if you plant "GLORY MIXTURE." Without the free gift we are offering here they would be a grand bargain but, with this added value you just cannot possibly afford to pass this special offer by so, we say to you, send in your order today. The order blank below is for your convenience and MUST be used if you are to receive the valuable free gift offered here.

## **ORDER BLANK**

Mark the quantity wanted in space provided below. Write name and address plainly and return this sheet together with the proper remittance.

       50 Bulbs \$1           100 Bulbs \$1.98           1000-\$10

Name \_\_\_\_\_

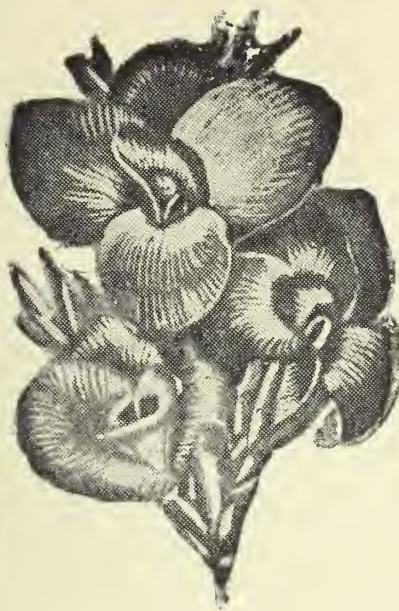
Local Address \_\_\_\_\_

City or Town \_\_\_\_\_ State \_\_\_\_\_

**CLARENCE B. FARGO**

**FRENCHTOWN, N. J.**

# Bulbs for Spring Planting



## Gorgeous Large Flowering **CANNAS**

At our present bargain prices you can afford to plant CANNAS liberally to hide and screen unsightly gardens and back views. Plant in big showy beds or borders or along driveways etc. This tropical-like plant is very popular, and certainly brings charm and beauty to the landscape.

KING HUMBERT—red with bronze foliage. 5 feet.

YELLOW KING HUMBERT—green foliage. 5 feet.

THE PRESIDENT—brilliant scarlet, green foliage. 4 feet.

MME. CROZY—scarlet and yellow dwarf hedger. 3 feet.

Instead of \$2, or \$2.50 per dozen, you should now take advantage of these bargain prices.

### BARGAIN PRICES

12 for \$1.10

25 for \$1.98

100 (by express) \$7.00

Dwarf

Double

Excelsior Pearl

## Tuberoses

3 for 25c

or

Dozen—65c

Delightful white fragrant double flowers clustered on long stems. One of the favorites in Grandmother's garden. Plant the bulbs in late May or in June after all danger of frost is past and the soil is warm

3 bulbs for 25c   Dozen—65c

## Chinese Cinnamon Vines

Attractive glossy heart-shaped foliage bearing small clusters of white blossoms. Very hardy and a vigorous grower. Grows to a height of 1½ feet or more a season, dies down at the end of the season, and comes up again stronger than ever the next Spring. Excellent shade for porches, pergolas, etc. Plant in a row one foot apart. Roots, 16c each—3 for 35c—Dozen \$1.20

## Fairy Lilies

ZEPHYRANTHES. Bears a profusion of gorgeous, large bright pink flowers in Spring and early Summer. Planted in pots or boxes and set away in the cellar, in the Fall they bloom wonderfully each year without even bothering to replant. Just bring them out, water, and set them in the sun, and they will surely surprise you with their charm and beauty. 3 bulbs, 35c—Dozen, \$1.25.



## Tigridias

There are few flowers that can compare with the TIGRIDIA for brilliancy and color. They are amongst the most outstanding bulbous plants and are grown much the same as the Gladiolus as to planting, care and treatment. The colors are orange and yellow marked with red, purple or maroon. The large flowers, triangular in shape, deeply cupped at the center, succeed anywhere and bloom all Summer. Each stalk produces several flowers and thus prolongs the display. Let us suggest that you get acquainted with the uniquely beautiful Tigridias and have something distinctly different.

BULBS 25c EACH

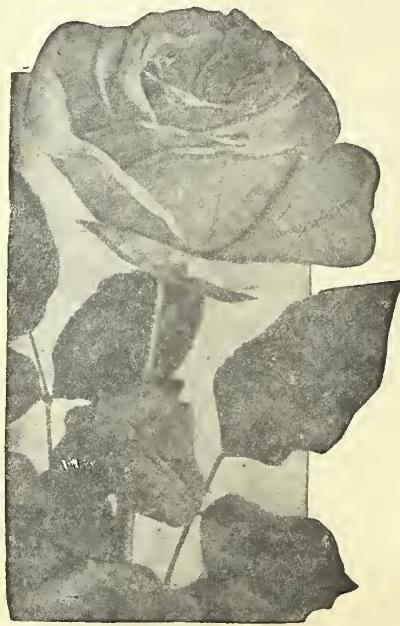
5 FOR \$1.

CLARENCE B. FARCO

Frenchtown, New Jersey

## Think Of It!

In addition to the fine array of 50 choice Ever-blooming varieties offered for your selection in this Folder, we also list the following important other types at the same special 49c price.



## FIRST GRADE

### Or No. 1 Field-Grown ROSES

NOW only **49c**

#### HYBRID PERPETUALS

The tall growing June bloomers so important in many planting plans.

FRAU KARL DRUSCHKI—famous giant white.  
George Ahrends—delicate pink  
Henry Nevard—velvety scarlet  
Magna Charta—bright pink  
Marshall Wilder—scarlet crimson  
Mrs. Alfred Barbier—large salmon-yellow  
Sky Rocket—blood-red in clusters

#### POLYANTHA

These are the Baby Ramblers.

Ideal—dark velvety crimson  
Mme. Levasseur—bright purple-crimson  
MRS. R. M. FINCH—double rosy pink  
Triomphe Orleans—cherry-red

#### CLIMBING ROSES

American Pillar—carmine  
Cl. Amer. Beauty—deep pink  
Dr. Van Fleet—large flesh  
Excelsa—crimson rambler  
FLOWER OF FAIRFIELD—crimson  
White Dorothy Perkins—white rambler

Gardenia—nankeen yellow  
Paul's Scarlet Climber—fiery red  
Primrose—bright yellow  
Roserie—deep rich pink  
Silver Moon—large single white

**49c - Until February 28 only - 49c**

**49c**

If you really wish to benefit by this remarkably low special price, your order must positively be postmarked no later than midnight of February 28th. Immediately on March 1, the regular Spring price of 65c each goes into effect. If you will need Roses—if you wish the finest or first grade Roses—go over our wide and select list of choice varieties offered and reap the full benefit of this special low 49c price by sending in your orders NOW for early Spring delivery.

#### 18th GREAT PRE-SEASON

**Sec. 562 P. L. & R.**

#### Sale Bulletin

◊ from ◊

**CLARENCE B. FARDO**

**1-9 Fargo Bldg..**

**Frenchtown,**

**U. S. DEPARTMENT OF AGRICULTURE,**

**WASHINGTON, D. C.**